

WHAT IS CLAIMED IS:

1. An article information providing system comprising

portable terminal means for transmitting a profile of a user and information of goods owned by the user over a network;

coordination means for providing an example of combination of the goods owned by the user, using said user's profile and information of goods owned by the user, which have been received from said portable terminal means over said network; and

combination information transmitting means for transmitting to said portable terminal means the example of combination of the goods provided by said coordination means.

2. The article information providing system as defined in claim 1 wherein

said coordination means includes storage means for memorizing information of goods as information representing goods and a condition of combination of the goods, and based on the condition of combination of the goods, using said user's profile and information of goods owned by the user received from said portable terminal means, said coordination means providing the example of combination of the goods received from said portable terminal means and the goods memorized in said storage means.

3. The article information providing system as defined in claim 1 wherein information of the goods owned by the user is information of the goods carried by the user.

4. The article information providing system as defined in claim 1

wherein said portable terminal means includes position information acquisition means for acquiring the position information of said portable terminal means, said portable terminal means transmitting the position
5 information acquired by said position information acquisition means along with said user's profile and information of goods owned by the user;

said coordination means receiving said position information over said network to provide the example of combination of the goods using
10 said user's profile, information of goods and the position information received over said network.

5. The article information providing system as defined in claim 4 further comprising

information requesting means for requesting information of goods owned by said user and the position information of the portable
5 terminal means; said portable terminal means on receipt of a request for the information from said information requesting means over said network transmitting said information of goods owned by the user over said network.

6. The article information providing system as defined in claims 1 wherein said combination information transmitting means is responsive to the request received over said network to transmit the example of combination of the goods provided by said coordination means over said
5 network to make advertisement.

7. The article information providing system as defined in claims 1 further comprising

an advertiser terminal owned by an advertiser; and

5 market analysis means for acquiring said user's profile and the information of goods owned by the user from said portable terminal means, executing market analyses of articles of goods and transmitting the results of the market analyses over said network to said advertiser terminal.

8. The article information providing system as defined in claims 1 wherein said portable terminal means transmits only a difference of information of goods or a difference of the position information over said network.

9. An article information providing system comprising

portable terminal means includes goods information readout means for reading out information of goods from a carrier of information of goods mounted on goods and wherein the information read out by said
5 goods information readout means is transmitted with a profile of a user over said network;

coordination means for providing an example of combination of the goods owned by the user, using said user's profile and information of goods owned by the user, which have been received from said portable
10 terminal means over said network; and

combination information transmitting means for transmitting to said portable terminal means the example of combination of the goods provided by said coordination means.

10. An article information providing server comprising

coordinating means including storage means for memorizing

information of goods as information representing goods and condition of combination of the goods, said coordinating means providing an example
5 of combination of the goods received over said network and the goods stored in said storage means, based on said condition of combination of goods, using said user's profile and information of goods owned by the user, received over said network; and combination information transmitting means for transmitting the example of combination of goods
10 provided by said coordination means over said network.

11. The article information providing server as defined in claim 10 wherein information of the goods owned by the user are information of the goods carried by the user.

12. The article information providing server as defined in claim 10 wherein said coordination means further receives the user's position information over said network and provides an example of combination of the goods using said user's profile, information of the goods owned by
5 the user and the user's position information, received over said network.

13. The article information providing server as defined in claims 10 wherein said combination information transmitting means is responsive to a request received over said network to transmit the example of combination of the goods provided by said coordination means over said
5 network to make advertisements.

14. The article information-providing server as defined in claims 10 further comprising

market analysis means for acquiring said user's profile and information of goods owned by the user to execute market analyses of

- 5 the articles and for transmitting the results of the market analyses over said network to an advertiser terminal owned by an advertiser.